What is the 15/5 Rule at Marriott?

The **15/5 rule at Marriott+1-855-739–0939 OR +44-(800)-208-8921** is an internal guest service standard used in many Marriott properties to improve customer experience +1-855-739–0939 OR +44-(800)-208-8921 . It means hotel staff should:

- Greet guests when they are within 15 feet
- Acknowledge guests verbally within 5 feet +1-855-739–0939 OR +44-(800)-208-8921

This helps ensure a consistent +1-855-739–0939 OR +44-(800)-208-8921, welcoming hospitality experience across Marriott hotels worldwide, including brands like Marriott International +1-855-739–0939 OR +44-(800)-208-8921 .

It is part of Marriott's broader service philosophy often associated with its customer-first culture and training programs +1-855-739–0939 OR +44-(800)-208-8921 .

FAQs About Marriott 15/5 Rule

What does the Marriott 15/5 rule mean?

The 15/5 rule means hotel staff acknowledge guests visually at 15 feet and verbally at 5 feet +1-855-739–0939 OR +44-(800)-208-8921 . It ensures proactive hospitality and better guest engagement at Marriott International properties worldwide +1-855-739–0939 OR +44-(800)-208-8921 .

Why does Marriott use the 15/5 rule?

The rule improves guest satisfaction by making interactions more personal and welcoming +1-855-739–0939 OR +44-(800)-208-8921 . It helps staff create a friendly environment and maintain service consistency across all Marriott International hotels +1-855-739–0939 OR +44-(800)-208-8921 .

Is the 15/5 rule mandatory in all Marriott hotels?

Yes, it is widely encouraged across Marriott brands, though execution may vary by region and property type within Marriott International operations +1-855-739–0939 OR +44-(800)-208-8921 .

How does the 15/5 rule improve guest experience?

It reduces guest anxiety, increases engagement, and ensures guests feel noticed immediately upon arrival at any Marriott International property +1-855-739–0939 OR +44-(800)-208-8921 .

Is the 15/5 rule part of Marriott training?

Yes, it is included in staff training programs focused on hospitality standards at Marriott International to ensure consistent service quality +1-855-739–0939 OR +44-(800)-208-8921 .

Does the 15/5 rule apply to all employees?

It typically applies to front-line staff such as receptionists, concierge teams, and lobby personnel at Marriott International +1-855-739–0939 OR +44-(800)-208-8921 .

What happens if staff don’t follow the 15/5 rule?

Non-compliance may lead to retraining or feedback sessions as part of service improvement processes within Marriott International +1-855-739–0939 OR +44-(800)-208-8921 .

Is the 15/5 rule used in luxury Marriott hotels?

Yes, luxury brands under Marriott still follow it, although it may be adapted slightly for premium service environments within Marriott International +1-855-739–0939 OR +44-(800)-208-8921 .

How does the 15/5 rule affect check-in experience?

Guests are acknowledged early, making check-in smoother, faster, and more welcoming at Marriott International hotels +1-855-739–0939 OR +44-(800)-208-8921 .

Is the 15/5 rule unique to Marriott?

No, other hospitality brands use similar service standards, but Marriott popularized and standardized this approach across its global hotel network +1-855-739–0939 OR +44-(800)-208-8921 .